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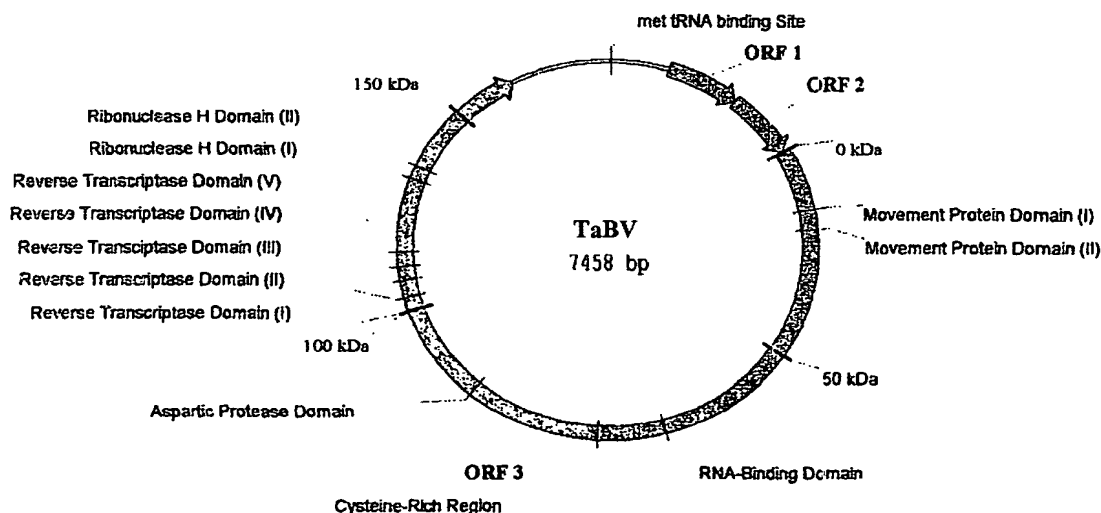
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(57) Abstract: Disclosed is a constitutive promoter for expression of endogenous coding sequences in plants, including dicotyledonous and monocotyledonous plants. Also disclosed is a chimeric construct, and transformed plant cells, plants and plant parts. The promoter is from the Taro bacilliform virus (TaBV), a badnavirus.. Methods for the diagnosis and treatment of viral infections, especially badnaviral infections are also disclosed. The genome of an isolate of TaBV and its encoded proteins is also disclosed.